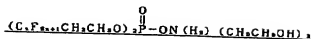


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APPLICANT : KOSE CORP;

INVENTOR : MATSUEDA AKIRA;

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TITLE : WATER-BASED COSMETIC



ABSTRACT : PURPOSE: To obtain a readily usable water-based cosmetic, having a good feeling of use, good in extensibility and affinity for the skin and use characteristics such as smooth extension and excellent in makeup durability and further stability with time.

CONSTITUTION: This water-based cosmetic contains (A) 1-50wt.% powder treated with a silicone-based water repelling treatment agent and/or a fluorine-based water and oil repelling treatment agent, (B) 1-20wt.% lower alcohol, preferably ethanol, (C) 0.5-10wt.% acrylic acid-based emulsion polymer, preferably an anionic alkali thickening type, (D) 0.01-2.5wt.% alkaline agent and (E) 97.49-17.5wt.% water-based ingredient, e.g. glycerol, propylene glycol or water. Dimethylpolysiloxane, methylphenylpolysiloxane or methylhydrogenpolysiloxane is preferred as the water repelling treating agent and a perfluoroalkyl phosphate diethanolamine salt expressed by formula I or II [(n) is 6-18] is preferred as the water and oil repelling treatment agent.

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